Grow That Local

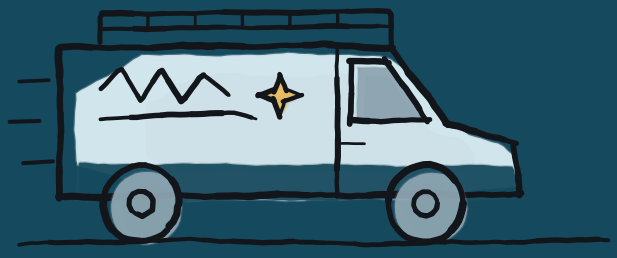
a free guide

5 wins in 24 hours for a plumber

Five small jobs for today, and something you can see tomorrow.

For plumbing business owners with a few hours today.

- 5 short sections
- 21 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

These are the five fastest things a plumber can do today that show up tomorrow: a phone line that works after hours, missed calls that get a useful reply, new reviews, answered reviews, and water heater customers who hear from you before the tank leaks.

Each one has the idea, a short example and a checklist. All five together take about three hours, and none of them costs money.

Two rules we kept while writing it:

- Every number has a public source you can check, listed at the end. When we didn't have one, we say "GTL estimate" and tell you why we think it.
- Every example is made up to show the idea. None of them are real customers, reviews or results.



Part 1

Five wins for today

1 Call your own line after closing, and fix what callers hear

The idea. A plumber's most valuable call often comes at the worst hour. A pipe bursts at night. A water heater lets go on a Sunday. The homeowner in wet socks calls the first plumber who sounds open. Tonight, be that caller.

Check tomorrow. Call again after closing. The greeting should say what to do about the water and when you'll call back.

Example. A made-up plumber calls their own line at 11 p.m. and finds the voicemail box full. They fix it that night. The new greeting says:

> **If water is leaking, turn off your main valve first. Then press 1 for our on-call plumber, or leave a message and we'll call you by 7 a.m.**

Do it in 24 hours

- [ ] Call your business line tonight after closing. Write down exactly what a caller hears.
- [ ] Empty your voicemail box, so it can take new messages.
- [ ] Record a greeting with the shut-off step and when you'll call back.
- [ ] Make your website say the same thing about after-hours calls, word for word.

2 Turn on missed-call text-back, with the shut-off step

The idea. When water's on the floor, the homeowner calls the next plumber after one unanswered ring. You're under a sink and can't pick up. A text that goes out in seconds holds them, and it does something useful: it tells them how to stop the water while they wait.

Speed wins. In a well-known Harvard Business Review study, companies that contacted a lead within an hour were nearly seven times more likely to qualify that lead than companies that waited longer, and 23% never responded at all (HBR, "The Short Life of Online Sales Leads," 2011, hbr.org). The study is older and wasn't about plumbers, but the lesson fits.

Check tomorrow. Have someone call your business line while you don't pick up. They should get your text within a minute.

Example. An automatic text sent when you miss a call:

> **Sorry we missed you. We're probably on a job. Is water leaking right now? If so, turn off your main water valve first (usually where the water line comes into the house). Reply here with what's going on and we'll call you right back.**

Do it in 24 hours

- [ ] Turn on missed-call text-back on your business line (most phone systems and apps offer it).
- [ ] Add the shut-off step to the text.
- [ ] Decide who checks messages during jobs, and how often.
- [ ] Call back every missed call from last week today.

3 Text a review request to last month's customers

The idea. Reviews decide which plumber gets called. In BrightLocal's 2026 survey, 97% of consumers said they read reviews for local businesses, 74% look for reviews from the last three months, and 32% look for reviews from the last two weeks (BrightLocal Local Consumer Review Survey 2026, brightlocal.com). Fresh reviews do the most work.

Check tomorrow. Open your Google profile and count the new reviews. That's your number to beat next month.

Example. A text to a customer from two weeks ago:

> **Hi, it's (your name) from (company). Glad we got your hot water back. If you have a minute, a quick Google review helps a small local company like ours a lot. Here's the link: (your review link)**

Do it in 24 hours

- [ ] Get your Google review link from your profile (look for "Ask for reviews" or "Share review form").
- [ ] Save the text above in every plumber's phone as a shortcut.
- [ ] Text it to every customer whose job you finished in the last 30 days.
- [ ] From now on, ask in person at the end of each job, then send the text before you leave the driveway.

4 Reply to every review, especially the one about price

The idea. The next customer reads your replies too. In the same survey, 89% of consumers said they expect business owners to respond to reviews, and 42% said they're unlikely to use a business that ignores its reviews (BrightLocal 2026, brightlocal.com).

The bad review a plumber gets most is about price, often after a night or weekend call. Don't argue. Thank them, explain the fee calmly so the next reader understands it, and take it offline.

Check tomorrow. Scroll your reviews. Every one should have your reply under it.

Example. A reply to a one-star review about a weekend bill:

> **Thanks for telling us, and I'm sorry the bill was a surprise. Weekend visits cost more because a plumber leaves their family to come out, and we try to say that on the phone first. It sounds like we didn't make it clear enough. I'll call you today to talk it through.**

Do it in 24 hours

- [ ] Reply to every unanswered review on your profile, good or bad.
- [ ] For good reviews, mention the job ("Glad the new water heater is working well").
- [ ] For bad ones, thank, explain, offer to talk, and call the customer.
- [ ] Turn on review alerts in your Google profile so you see new ones the same day.

5 Text the 25 customers with the oldest water heaters you put in

The idea. Your invoices are a calendar of future calls. A water heater that fails floods a closet. One replaced on schedule is a calm, booked job. Sent at the right time, the text feels like a favor.

Only text people who've agreed to hear from you. Federal rules require consent for marketing texts, and you must stop when someone replies STOP (FCC, fcc.gov). If you're unsure, ask a lawyer.

Check tomorrow. Count the replies and put each "yes, take a look" on next week's schedule.

Example. A text to a customer whose water heater you installed years ago:

> **Hi, it's your plumber. We put in your water heater back in (year), so it's getting to the age when tanks start to leak. Want us to take a look while we're in your area next week? If it's still in good shape, we'll tell you.**

Do it in 24 hours

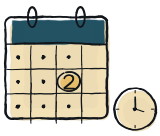
- [ ] Sort your past water heater installs by year.
- [ ] Pick the 25 oldest.
- [ ] Check which of them have agreed to texts.
- [ ] Send the check-in text above to those customers today.
- [ ] From now on, write the install date in marker on every water heater you put in.

or we can do it for you

Free sample: Your first 10 requests sent

Review requests is $100 a month, with a 7-day full refund.

Review requests: growthatlocal.com/services/reviews



Your first 24 hours, in one list

If you do these five today, you'll have something to look at tomorrow:

- [ ] Call your own line after closing and fix the greeting (section 1).
- [ ] Turn on missed-call text-back with the shut-off step (section 2).
- [ ] Text your review link to every customer from the last 30 days (section 3).
- [ ] Reply to every unanswered review (section 4).
- [ ] Text the 25 customers with the oldest water heaters (section 5).

Tomorrow, write down three numbers: new reviews, missed calls that got a text, and water heater checks booked. Check the same three next week.



Where to go next

These five wins come from The Plumber Marketing Playbook, our free 34-section guide to the whole job of getting more plumbing calls: your website, your Google profile, reviews, posts, email, search, follow-up, after-hours rules, freezes, water heaters, sewers and tracking.

Pick the part that hurts most and do its checklist next week.



If you'd rather hand it off

Grow That Local does this work for plumbers every month. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Review requests. Free sample: your first 10 requests sent. Review requests is $100 a month, with a 7-day full refund.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every statistic above, with where to check it:

1. Harvard Business Review, "The Short Life of Online Sales Leads" (2011): contacting within an hour made qualifying a lead nearly 7 times more likely. hbr.org (section 2)
2. Same study: 23% of companies never responded to the lead. (section 2) (hbr.org)
3. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults, published Feb 2026): 97% read reviews for local businesses. brightlocal.com (section 3)
4. Same survey: 74% look for reviews from the last three months. (section 3) (brightlocal.com)
5. Same survey: 32% look for reviews from the last two weeks. (section 3) (brightlocal.com)
6. Same survey: 89% expect owners to respond to reviews. (section 4) (brightlocal.com)
7. Same survey: 42% unlikely to use a business that ignores its reviews. (section 4) (brightlocal.com)

Rules and guidance cited (not statistics):

- FCC, unwanted robocalls and texts, consent and STOP: fcc.gov (section 5)

GTL estimates

These are our own judgment, not measured facts:

1. All five wins together take about three hours (before you start). Reasoning: each is a phone call, a setting or a short list of texts and replies, and none needs new software beyond the text-back setting.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

Grow *That* Local